

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Takuya Matsumoto et al.

Application No.: 10/718,660

Confirmation No.: 1610

Filed: November 24, 2003

Art Unit: 3688

For: SYSTEM AND METHOD OF ARRANGING
DELIVERY OF ADVERTISEMENTS OVER A
NETWORK SUCH AS THE INTERNET

Examiner: Donald Champagne

SUPPLEMENTAL RESPONSE AFTER FINAL OFFICE ACTION

AND DECISION ON APPEAL

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

INTRODUCTORY COMMENTS

In response to the Decision on Appeal dated January 16, 2009, Applicant requests favorable reconsideration in view of the **Remarks/Arguments** which begin on page 2 of this paper.